

Ad Copy Creative Performance Review Form

General Information

Campaign Name

Ad Name/ID

Reviewed By

Date

Performance Metrics

Click-Through Rate (%)

Cost Per Click

Conversion Rate (%)

Impressions

Clicks

Conversions

Qualitative Review

Messaging Effectiveness

Visual & Design Quality

Call-to-Action Clarity

Audience Relevance

Additional Notes

Overall Assessment

Performance Rating

Action Steps / Suggestions